POLICY ON FACULTY USE OF ACADEMIC TITLES, AND INSTITUTIONAL STATIONERY AND LOGOS IN EXTRAMURAL ACTIVITY

- For full-time members of the faculty of the School of Medicine, administrators of the Medical Center and Health System and members of the Clinical Care Associates, use of academic titles, stationery and institutional logos is appropriate for virtually all academic matters including education and research and for all health services and practice activities. Use of logos must comply with UPHS graphic standards and guidelines. Situations in which it may not be appropriate to use academic titles, official stationery and institutional logos are if one is expressing opinion as a private citizen or if one is involved in promotional activities for another extramural organization, particularly a for-profit entity.

- For part-time or volunteer faculty in the clinical or adjunct series, it is appropriate to use academic titles, institutional stationery and logos only in connection with academic activities related to the appointment, including research and educational activities under the sponsorship of UPHS. Use in clinical activities requires approval by the department chairpersons. It is inappropriate to use academic titles, institutional stationery and logos in any other activities extramural to UPHS. This includes but is not limited to print advertising, the promotion of other health systems and health service entities, advertisements in other communications media, and extramural academic activities including research and education carried out under the aegis of entities other than the University of Pennsylvania.

- The University or UPHS name must not be used in any announcement, advertising matter, publication, correspondence, or report in connection with personal or non-University activities if such use in any way could be construed as implying University or UPHS endorsement of or any responsibility for any project, product, or service.

- The policy will be communicated by department chairpersons to each new faculty appointee, either full-time or part-time. The policy will also be included in departmental orientations.
• Violations of this policy may result in:

For full-time faculty, members of Clinical Care Associates and UPHS administrators, reprimand or other disciplinary action; for part-time and voluntary faculty, reprimand and risk of forfeiture of academic title and privileges pertaining.

• Sanctions will be imposed in accordance with University policy.

Approved as UPHS Policy: June 26, 1996